

BUGSY

PRINCE OF TIDES

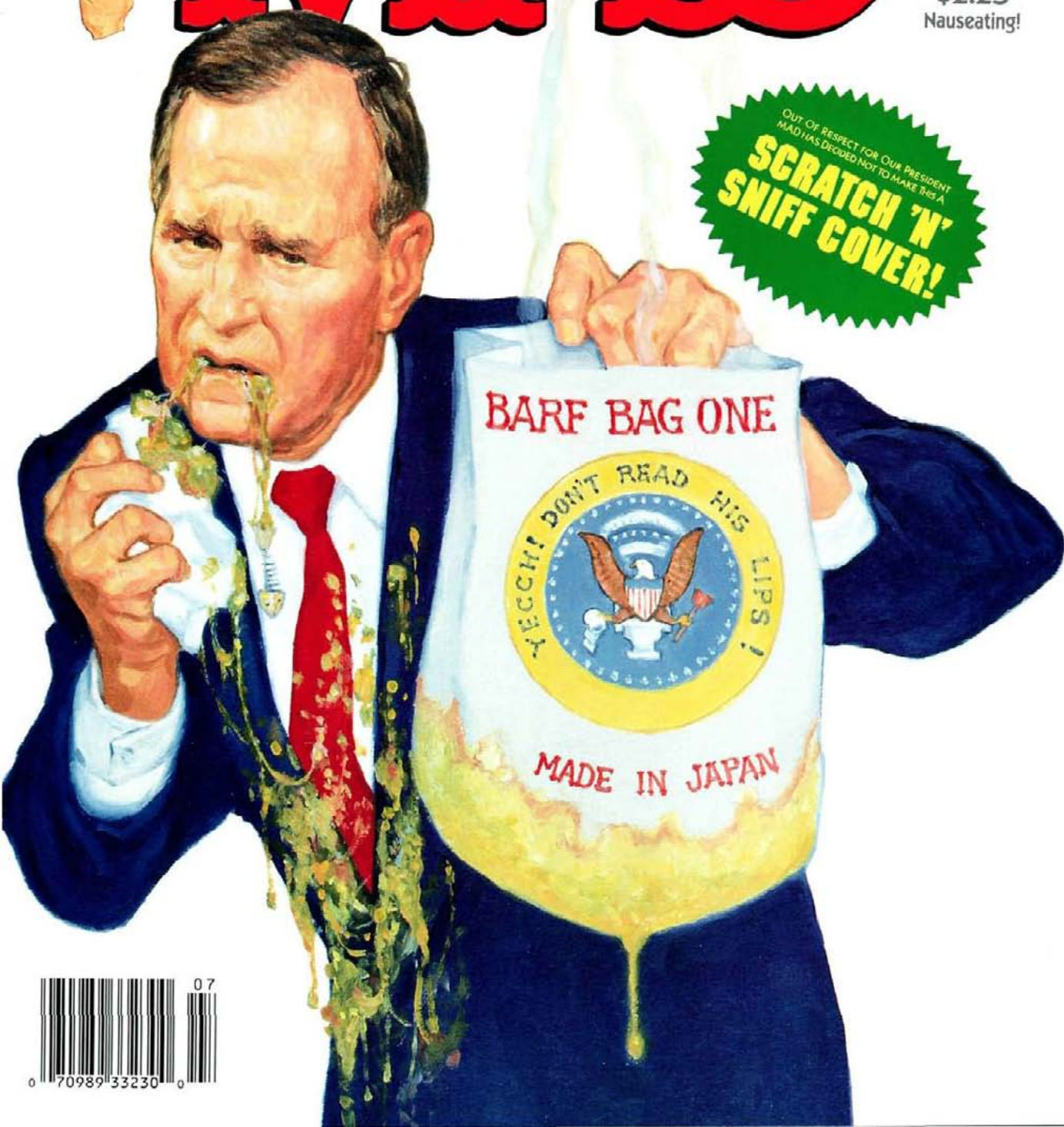
HOOK



MAD^{IND}

No. 312
July
1992
Our Price
\$2.25
Nauseating!

OUT OF RESPECT FOR OUR PRESIDENT
MAD HAS DECIDED NOT TO MAKE THIS A
SCRATCH 'N' SNIFF COVER!



AN EXCITING NEW SUBSCRIPTION OFFER EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things!)

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADison Avenue



New York, New York 10022

☐ I enclose \$53.75 for a 40-Issue Subscription.
I'll save \$16.25 off newsstand price and get all three
MAD Pins shown above absolutely free!

NAME _____

☐ I enclose \$33.75 for a 24-Issue Subscription.
I'll save \$8.25 off newsstand price and get the official
MAD Logo Pin absolutely free!

ADDRESS _____

☐ I enclose \$13.75 for an 8-Issue Subscription.
I'll save a paltry 25¢ off newsstand price and get to
look at someone else's MAD Pins because you won't
send me any!

CITY _____

☐ CHECK HERE IF RENEWAL

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your
name and address to anyone for any reason!

*Outside U.S.A. (including Canada), \$19.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

MAD

"Politicians are people who get sworn in and then cursed out!"

—Alfred E. Neuman

WILLIAM M. GAINES publisher

NICK MEGLIN, JOHN FICARRA editors

LEONARD BRENNER art director **TOM NOZKOWSKI** production

CHARLIE KADAU, JOE RAIOLA, associate editors

DICK DE BARTOLO creative consultant **ANNE GAINES** ass't. to the publisher

ANDREW J. SCHWARTZBERG editorial assistant

JULIA HARRISON winter intern

JACK ALBERT lawsuits **DOROTHY CROUCH** foreign correspondent

LILLIAN ALFONSO, CLAUDETTE NICHOLS,

FREDDIE MALONEY subscriptions

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

DEPARTMENTS

AN EMBARRASSMENT OF RICHARD'S DEPARTMENT Conflicting Ads That Make You Wonder	12
AS THE CHARADE PASSES BY DEPARTMENT Is Anyone Fooled By	33
BERG'S-EYE VIEW DEPARTMENT The Lighter Side of	26
EVER, EVER BLAND DEPARTMENT "Hook'em" (A MAD Movie Satire)	40
FRANK ON A ROLL DEPARTMENT How To Be Politically Correct	24
JOKE AND DAGGER DEPARTMENT Spy Vs. Spy	32
LETTERS AND TOMATOES DEPARTMENT Random Samplings of Reader Mail	2
MARGINAL THINKING DEPARTMENT "Drawn-Out Dramas" by Sergio Aragones	..
PILLOWS OF SOCIETY DEPARTMENT Airbag Safety Devices For Everyday Living	36
PUBLISHER'S FEARING HOUSE DEPARTMENT A Memo From Bill Gaines (As Dictated to Frank Jacobs)	48
READY, SIT, GO! DEPARTMENT The Couch Potato Olympics	22
SERGE-IN GENERAL DEPARTMENT A MAD Look at Cooking	45
SERVING COUNTERATTACK DEPARTMENT The MAD Fast Food Employees Hate Book	10
SHRINK RAPPED DEPARTMENT "The Prince of Tirades" (Another MAD Movie Satire)	17
TALES FROM THE DUCK SIDE DEPARTMENT The Pernicious Prison Plight	9
The Misguided Menagerie Money-maker	31
The Jerky Jester's Justification	39
THE WARREN COMMOTION DEPARTMENT "Buggy" (Yet Another MAD Movie Satire)	4
WISE GUIDES DEPARTMENT Rules For Games The Way They're Really Played	14

**Various Places Around the Magazine

FRONT COVER ARTIST: RICHARD WILLIAMS

MAD (ISSN 0024-9319) is published monthly except February, May, August and November by E.G. Publications, Inc., 485 Madison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$53.75. Outside U.S.A. (including Canada): 8 issues \$18.75 or 24 issues \$46.75 or 40 issues \$74.75. (Canadian price has GST tax included) Entire contents copyright © 1992 by E.G. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

"BUGGY"
(A
MAD
MOVIE
SATIRE)
Pg. 4



"THE PRINCE
OF TIRADES"
(ANOTHER MAD
MOVIE
SATIRE)
Pg. 17



HOW
TO
BE
POLITICALLY
CORRECT
Pg. 24



AIRBAG
SAFETY
DEVICES FOR
EVERYDAY
LIVING
Pg. 36



"HOOK'EM"
(YET
ANOTHER
MAD
MOVIE
SATIRE)
Pg. 40



A
MAD
LOOK
AT
COOKING
Pg. 45





TATTOO'S COMPANY

You nimrods!! In #310's "A MAD Commentary: Tattoos," you have a picture of a typist's hands with the letters "G" and "H" tattooed on her thumbs. I guess you never took a typing course! The thumbs operate the space bar and the "G" and "H" keys are operated by the index fingers! I hope you used more caution when you hired your secretaries!

Greg Smith
Ballston Lake, NY

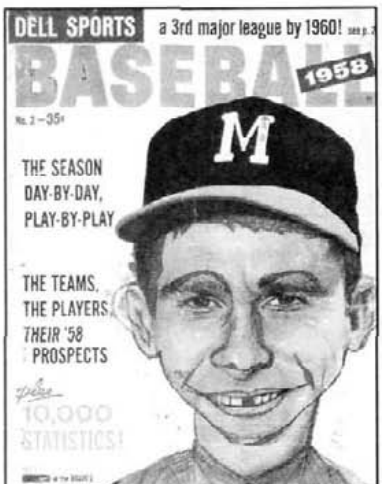
Smithy—Use more caution in hiring our secretaries? Of course! At MAD, we always practice "safe secs"—Ed.

BEN AT WORK

Having just finished Maria Reidelbach's book *Completely MAD*, I am compelled to send you the enclosed—and only 34 years too late! It's something I came up with when I was in Amarillo, Texas in 1958, away from my home in Oakland. This is what I did to poor Lew Burdette of the Milwaukee Braves!

I went on to do some butchering on some other magazines—mainly at *Rolling Stone*, where I was a writer and editor from 1969 into the early 80s. But all that time, I'd get the latest issue of MAD, note with admiration how the "usual gang of idiots" stayed together and, more importantly, stayed funny, and wish that I could be with them, working for a REAL magazine!

Ben Fong-Torres
San Francisco, CA



Lew Burdette?? It looks more like a bad Rocky Colavito to us!—Ed.

DIAL-A-MAD-RIPOFF

Even your own Mom won't know it's you with the **Voice Changer Telephone**

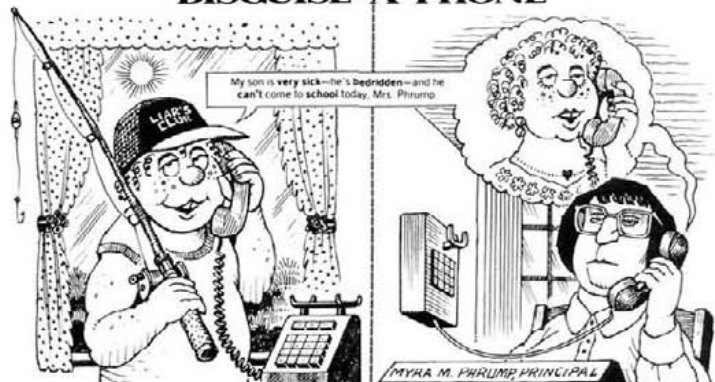
only \$99⁹⁵*

*But read this ad for an even better deal!

The Voice Changer is a "standard" touch-tone telephone featuring last number re-dial, pulse/tone switching and hearing aid capability. But it has another special feature: the ability to disguise your voice so that even your own Mom or your dearest friend won't be able to recognize you. You can pre-set the vocal pitch of your voice to any of 16 different characteristics - male and female. That can be a lot of fun, but it is also a first-line of defense for women or for children who are left home by themselves.



DISGUISE-A-PHONE



One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships.

When an idea appears in MAD and then later appears elsewhere, we call it a MAD ripoff. Look at this portion of a recent ad for a new telephone device, then look at this excerpt from "Future Phone Gimmicks" in the April, '87 MAD. When will we stop calling this phone a MAD ripoff? About the same time the first big royalty check arrives in our mailbox!



TRASH-Y ART

Fans of White Trash (some of whom may themselves be!) no doubt immediately realized that the cover art for the latest White Trash album was done by MAD's own Jack Davis (especially since Jack's signature was in the corner!) Hey, what's next, Dave Berg drawing the new Metallica album cover? We dare them!



CHEST NUT

Regarding the "tattoo" cover of MAD #310... Alfred's nipples appear to be uneven. I hope my noticing is not indicative of some larger problem.

Mike Holmes
Hillsborough, NJ

A problem of Alfred's... or YOURS???—Ed.

NEWTON'S FLAW

The article "If Other Historical Eras Had Been As Lawsuit Happy As Ours Is Today" in MAD #309 is helping to perpetuate a myth. One of the cartoons shows Sir Isaac Newton sitting under a tree with an apple falling on his head.

After the publication of Newton's *Philosophiæ Naturalis Principia Mathematica* in 1687, another English physicist, Robert Hooke, expected due credit for having anticipated the inverse square law of force. Newton, wanting to ensure his own priority in the discovery of the law of universal gravitation, invented the story that he had tested the motion of the moon nor at the time of the writing of the *Principia*, but twenty years earlier, in the 1660s! Newton also circulated the story that he had been set in this chain of reasoning by having observed a falling apple.

So, if anything, Hooke would have sued Newton for patent infringement!

Dario Castellanos
Professor of Mathematics
Universidad de Carabobo
Valencia, Venezuela

Thanks for your intelligent (albeit long-winded, borderline pompous and exquisitely dull) letter! You know, if there's one thing we at MAD have learned over the years, it's that history repeats itself. In fact, we're willing to bet the farm that like Newton, you've taken some fruit upside your head too—perhaps a watermelon to the medulla, or a casaba to the cranium!—Ed.

MORON MAIL

If home is where the heart is, does that mean the lungs are in the garage?

Kevin Robinson
Somewhere in America

Yes, and you don't want to know what's in the septic tank!—Ed.

MORE MORON MAIL

Id like you guys to do something for me. The next time you drink orange juice, look at the pulp. Does it not look exactly like baby shrimp legs?

Susan Staggs
Huntsville, AL

Ms. Stagger—Baby "Shrimp Legs" O'Toole just happens to have been one of the finest midget wrestlers ever to grace the squared circle! His 1954 championship match against Stumpy Wilkins is legendary, as was his tumultuous 10-year marriage to June Lockhart! We don't think it's proper to denigrate the Old Shrimpster or ANY professional midget wrestler on the MAD letters page. Shame on you! —Ed.

PIZZA SHUT

While conducting a routine food inspection at a pizza parlor, I observed a MAD magazine on a shelf in the kitchen. Needless to say, I immediately closed the facility, due to the kinds of vermin MAD attracts!

Chris McCormick
Warren County Health Dept.
Washington, NJ

Notice: All MAD employees must wash hands after reading Chris McCormick's letter!
—William Gaines



Joseph Valenti of Pittsford, NY sent us this absolutely lovely photo of himself spending a quiet evening at home. The place looks great, Joe, but we have just one question: Where'd you get that crappy wallpaper?

PLANE NONSENSE

Thought you'd enjoy this picture titled "Terror in the Skies." The other Midway Airlines passengers ran to the back of the plane when Burris Plummer and Judy and Sam Schwartz pulled out their favorite reading material! The flight attendant, Jo, even inflated her lifejacket expecting to jump!

Meryl Plummer
Pennsauken, NJ



Meryl—Actually, we encourage people to read MAD at 50,000 feet—because there's always a barf bag within arm's reach! But when flying, remember: MAD cannot be used as a flotation device!—Ed.

MAD HELPS WIN DEBATE

The article "If Blondie Entered the Real Workplace" (MAD #310) was really good! We had a debate in school called "The Demands of a Working Woman Far Exceeds Those of a Working Man" in which we used your article as one of our examples. We won, which was really good because there was this schmuck on the other team!

Lynn Yeo
Joan Rozario
Grace Gwee
Singapore

We'll pass along your praise to the article's artist, Angelo Torres, who, coincidentally, used to be a woman, but found it much too demanding!—Ed.

A THOUSAND POINTS OF BLIGHT

I have collected your magazines for the last two years now. I have enjoyed every single one and they have been hilarious. My last purchase was MAD Collector's Series #3. I was very disturbed about the postcard "MAD Salutes George Bush, The #1 Environmental President" on page 32. That postcard was obscene and uncalled for. My parents will not let me purchase another one of your magazines until this postcard is apologized for.

Patrick Thomas
South Jordan, UT

Regarding the environment, we think it's George Bush who owes the American people an apology! Besides, you were holding the postcard the wrong way! The finger was actually pointing down!—Ed.

Please Address All Correspondence To:
MAD, Dept. 312, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Bill and Anne on their 5th Anniversary!

Here's a great idea: Take the life of a notorious gangster and bring it to the screen starring a smooth, Hollywood actor. Great idea? NOT! Maybe we're just sick of mob movies that turn killers into loveable good guys. Maybe we're just sick of Warren Beatty. Or maybe we're just sick from the jumbo popcorn and Goobers we ate while watching it! But whatever the reason, when we left this movie, we were feeling a touch off...a bit nauseous...a bit lightheaded...a bit queasy...a bit...



BUGGY

I'm Warren Beatty! In this film I make a hero out of gangster Bugsy Siegel—a cold-blooded killer! Why did I make him a hero? Because **nobody** wants to see a film about an **ordinary** man of decency and morality!

Really? Then tell me, Ben, why do millions of people watch "It's a Wonderful Life" over and over again every year?

I'm Joe Mantegna! I play 1940's movie star George Raft and it's the most difficult role I've ever tackled. It's the first time a good actor like me has to portray a lousy actor like him!

I'm Annette Bening! I portray Virginia Hill, Bugsy's sexy, wise-cracking, fun-loving girlfriend!

Hey Virginia, how about you and me doing you-know-what...?

Listen, turd-brain, don't think you can sexually harass me and get away with it! I said my name was Virginia Hill, not Anita Hill!



ARTIST: MORT DRUCKER

Don't you ever, ever call me Bugsy!

Why does every one call him Bugsy?

They think he's bug-house crazy because he keeps repeating **20 dwarfs took turns doing handstands on the carpet!**

Maybe he's not so crazy. Rex Harrison kept repeating **The rain in Spain falls mainly on the plain** and it got him an Academy Award!



You stole money from me! That's immoral! You broke one of the **10 Commandments!** And I believe in the 10 Commandments!

How about "Thou shalt not kill"?

So I believe in nine out of 10!

What about Thou shalt not commit adultery?

Okay, eight! So sue me, you c&*&*&!

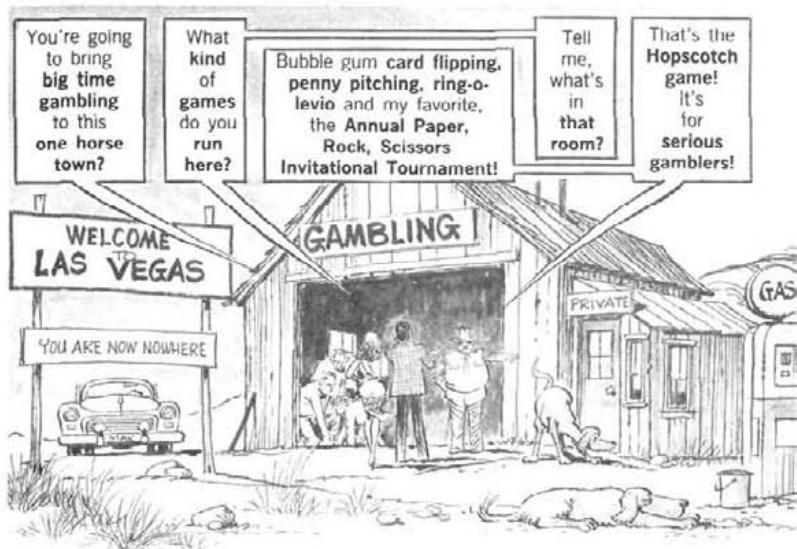




WRITER: STAN HART







This hotel is a few million dollars **over budget** already and now you tell me it's going to **cost even more!!!**

You have a **choice!** You can have a **deluxe hotel** for **four million dollars** or you can have a **deluxe hotel with toilets** for **five million dollars!**

Put in the **plumbing!** Geez, **five million!**

Correction! With **toilets AND plumbing** it'll come to **six million!**



Bugsy's dropped six million on that **cockamamie hotel** and he's still spending! He's got to be **stopped!**

It's that **girl-friend** of his! She supervised construction and **hid two million** in a **Swiss bank!**

If she's so **fond** of the **Swiss**, she's gonna **love** what we're gonna do to her. We're gonna make her look like **Swiss Cheese!**



Opening night and no one came.

You didn't need the toilets after all!

Go back inside and enjoy yourself at the gambling tables.

No thanks. I never gamble.

Don't worry! I fixed the games! There's no gamble at all! We always win!



We'll always have Paris! Here's looking at you, kid. Our troubles don't amount to a hill of beans...

Snap out of it, Ben! The hotel problems have made you so **wacky** that you think you're **Bogart** in **Casablanca!** I've slept with **Humphrey Bogart**. **Humphrey Bogart** is a friend of mine. Believe me, Ben, you're no **Humphrey Bogart!**

And you, my dear, are no **Ingrid Bergman!**



You can have the two million I stole from you!

You betrayed me, you stole money from me and you made me a **target** for the mob! But I still love you and I don't even want your money!

You're my kind of guy, Ben—a total **schmuck!**



We were sent to **bump you off** for losing millions of dollars of our organization's money!

The **Lansky mob** told you to **kill Ben Siegel!**??

What **Lansky mob?** What **Ben Siegel?** We're from **Touchstone Pictures!** We were sent to **rub out Dick Tracy!**



THE PERNICIOUS PRISON PLIGHT



The Mad Fast Employees Hate

ARTIST: AL JAFFEE

DON'T YOU HATE...



...managers who lay down the most cockamamie rules?

DON'T YOU HATE...



...having to be polite to your worst enemy?

DON'T YOU HATE...



...seeing the company blow its profits on new stores instead of better wages and benefits for its employees?

DON'T YOU HATE...



...rude customers who misinterpret coupons and blame you?

t Food e Book

WRITER: MIKE BIRTCHET

DON'T YOU HATE...



...coming home smelling like your job?

DON'T YOU HATE...



...running low on change, then getting hit with ten \$20 bills in a row?

DON'T YOU HATE...



...“creative” slob?


DON'T YOU HATE...



...“Help Wanted” signs that make fast-food work look like a great career?

Ever notice two ads in different parts of the same newspaper that seem to contra

CONFLICTING ADS



Florida!!

only \$49 each way!

Let our experienced pilots and efficient flight crews safely jet you off to the sunny south!

CALL **TURBULENT AIR** TODAY!

WANT TO BE A PILOT?

It's never been easier!
We have immediate openings!
We also need flight crews, stewardesses, baggage handlers and reservationists!

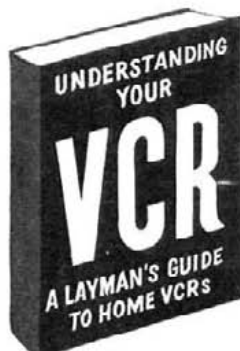
Absolutely no previous experience necessary!

CALL **TURBULENT AIR** TODAY!

Move into the next generation of VCRs with
PANIC-SONIC'S
SIX-HEAD, ON-SCREEN PROGRAMMING
SUPERSTEREO MODEL 1000.



It's never been easier to program or operate! On-screen menus take you through every step... 43-function remote control puts everything at your fingertips!



This 400-page book takes you step-by-step through every complex function.

Sample chapters:

- Twenty Steps to Using "On-Screen Programming"
- Why Those Multi-Function Remote Controls Make You Lose Control

SPECIAL BONUS:

Understanding the difficult, Ultra-Sophisticated Panic-Sonic 1000!

IT'S A HISTORICAL FACT!! THERE'S NO SAFER INVESTMENT THAN REAL ESTATE!!



THAT'S WHY YOU SHOULD INVEST IN SHADY ACRES!

A dream home for under \$100,000 that will only increase in value!

We only built 10,000 units and they're going fast! Just a few are left—but they're the best of the lot!

Buy two—one to live in, and one for an investment!

MUST SELL!

Shady Acres home. Paid \$100,000, will sell for \$50,000 or best offer! Present owner allergic to mildew and vermin.

FORCED TO MOVE!

I must sacrifice my Shady Acres home. Paid \$120,000. Will accept best offer over \$40,000. My company is moving seven blocks away, so I must relocate!

dict each other? Take a closer look at these gems from the MAD collection of...

THAT REALLY MAKE YOU WONDER

Why endure the hassle of public transportation?



Drive the safe, reliable and comfortable

1991 ACCURATE

Just \$5,000 down and 42 easy monthly payments of \$499!

Get Into the Driver's Seat Today!

ATTENTION • ATTENTION RECALL NOTICE

Due to a design and manufacturing error, and in response to a class action suit, a recall notice has been issued for the following automobile:

1991 ACCURATE

When driven at speeds in excess of 10 mph, the transmission will rip through the floorboard and the vehicle will flip on its side. If you own one of these cars, return it to your dealer immediately, but whatever you do,

Do Not Get Into the Driver's Seat!



Join the "plastic" society!

Get Your Very Own
CREDIT CARD!!

Charge FOOD, HOTELS, and AIRLINE TICKETS! Masterfraud, American Excess, all others!

Call toll free 1-800-Charge

Multicard Marketing, Inc.



UP TO YOUR NECK IN DEBT?

Are Credit Card Companies hounding you day & night?

Isn't it time to declare bankruptcy?

Get the Chic Glitz Bankruptcy Kit!

**CHIC GLITZ IS
"MR. BANKRUPTCY"**

Call 1-800-RUINED now!

ARTIST: BOB CLARKE

WRITER: DICK DEBARTOLO

Vacations need not cost a bundle ...
Just visit your local

PUBLIC PARK!



Jog, sit, bird watch, sunbathe, read ...
All for free!

A PUBLIC SERVICE MESSAGE FROM
YOUR PARKS DEPARTMENT



Do you have
big city fears?

Is your local park a haven
for the crud of the earth?

Then you need
KARATE INSTRUCTION

In just two months you'll feel ready to go into a city park alone! (In three months, you'll be ready to go out at night!)

call MUCH HARM KARATE INSTITUTE 555-2121

Remember the time you played Red Rover with your friends and you got ready to run and break through their locked arms? Remember your surprise when instead your so-called "friends" held

RULES FOR GAMES THE WAY

BATTLESHIP (for 2-year-olds)



1. Steal game from underneath your brother's bed.

2. Swallow all of the little plastic ships.

3. Go to the hospital to have your stomach pumped.

4. Add up points for each ship the doctor recovers from your stomach.

5. If you get 10 or more points, you win!

SCRABBLE (for 8 to 14-year-olds)

ARTIST: JACK DAVIS



1. Make sure that all parents and adults are a safe distance away from the board.

2. Each player grabs a handful of letters.

3. All players take turns trying to spell the most obscene, profane and foul words they can think of.

4. Award extra points for dirty words with more than four letters and for medical terms.

you down and ran off with your shorts? You fool! Games NEVER stick to regulation play! To prepare you for those unexpected developments (sorry, we can't retrieve your shorts), MAD presents...

Y THEY'RE REALLY PLAYED

TRIVIAL PURSUIT (for 60-year-olds)



1. Play the game normally until a question comes up about MTV, Nintendo, or Madonna.



2. Stop the game and start talking about the good old days before there was any such thing as MTV, Nintendo or Madonna.



3. Eat a big bowl of fiber and go to bed early.

WRITER: MICHAEL GOODWIN

FOOTBALL (for 7 to 10-year-olds)



1. Begin playing in a friendly manner.



2. Continue until one team outscore the other by 50 points.



3. If you are the losing team, begin to play dirty.



4. When a fight breaks out, erase the score.

5. The team with the least amount of players to run home crying wins!

DODGEBALL (for 8 to 13-year-olds)



1. Have all the popular kids form a circle around all the unpopular kids.



2. Peg all the girls first to get them out of the way.



3. Use the inflatable rubber ball until there is only one boy left in the middle.



4. If he is too fast to be hit with the ball, see if he can dodge sticks and rocks.

5. When the boy quits, or is knocked unconscious, everyone in the circle wins!

HIDE AND SEEK (for 40-year-olds playing with 3-year-olds)



1. Explain the rules to your annoying, hyperactive 3-year-old nephew.



2. Tell him to go hide and not come out till you find him.



3. Go sit in your favorite easy chair and enjoy the silence.



4. Occasionally yell out, "I'm going to get you!" so the little brat stays hidden.

5. Continue using these rules until his mother finally comes to pick him up.

Yes, I am who you think I am, **Barbra Strident**, but no, I **don't sing** in this movie! A lot of you think I **don't act** in it, either, but frankly, I don't care what you think as long as the **director** thinks I'm **great**! Now if only my poor children had someone to protect them from me, a lying, conniving mother! Hah!

Yes, I am who you think I am, **Nick Nutty**! In this tale of a Southern family, complete with **flashbacks**, we get to see how **screwed up** parents were able to **screw up their kids** so they could carry on the **family tradition as screwed up adults**! In other words, your typical sitcom! As **Timid**, I do more than my usual share of **ranting and raving**! From now on, call me...

PRINCE OF TIRADES

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm **Liar Bingo**, the mother! I spend most of my time **protecting** my three kids from their mean, short-tempered, sadistic **father**! Now if only my poor children had someone to protect them from me, a lying, conniving mother!

I'm **Timid**, the younger son! Trying to grow up on this **secluded island** is **difficult**! Not only are my parents overbearing, but at **high tide** our **basement** is totally **underwater**, and **that's** where I **sleep**!



I'm **Bananas**! To escape the harsh reality of our terrible family life, I write **psychologically revealing poems**! Here's **one** I wrote today...
To be, or not to be is my question,
I wish I had an answer!
I'm tired of **doo-doo** falling on me
From **Donner** and **Blitzen** and **Prancer**!

I'm **Hurt-Ya Bingo**, the father! I'll tell you what the **real problem** is with this family—everyone **covers up** their true feelings! Except for me! I **always express** what I feel! I can't help it if the **only** thing I ever feel is **violent**!

I'm **Loco**, the older brother! We three kids have a **ritual** when the **emotional pain** gets to be too much—we **hold hands** and **jump** into the **water**! Sometimes the **lake**, sometimes the **swimming pool**, sometimes the **toilet bowl**! I know that sounds **gross**, but without that **training Timid** and **Bananas** wouldn't have been able to **survive** in **New York City**!





You've got to be kidding! That's mean to the third power!

Wait! Really mean is yet to come! She told us that babies die if we don't keep our rooms clean!

That's awful!

And she told us war started in the Far East because once the 3 of us played hooky from school!

That's horrible!

And that Richard Nixon was elected because we...

I get the picture! I get the picture!

Sullen, I know you're having an affair!

How do you know that?

Oh, there were little signs...another brand of cigarette butts in the ashtray, another brand of beer in the fridge, and another brand of guy in our bed!



There's the man I saw at your office, Herbert Woodenstiff, the famous violinist!

He's not my patient! He's my husband!

Wow! What's it like living with a celebrity?

He takes it very well! But I make it easier for him by not showing my superiority in his face and keeping my ego in check!



How much would you charge to teach my son to play football? For the record, I charge my patients \$150 an hour!

I charge \$15 for two hours, so it comes out exactly even!

Hmm, I'm glad you're going to be teaching him football and not math!



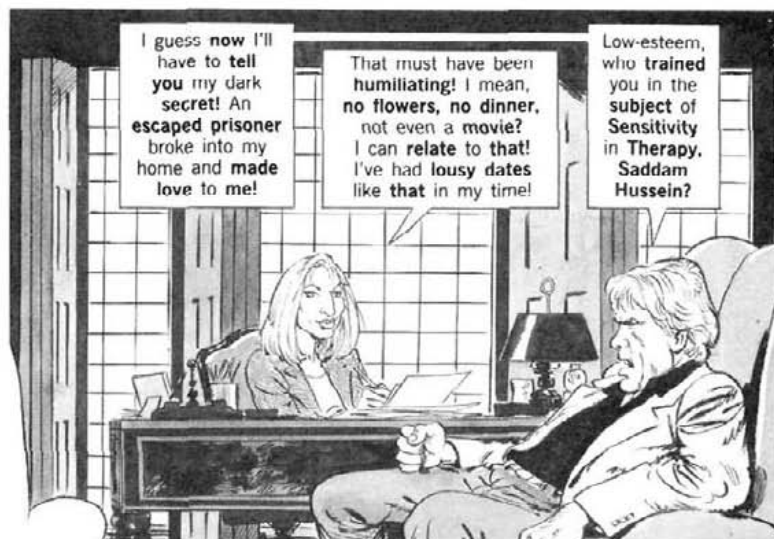
Okay, Heartburn, you've learned how to pass, catch, and tackle very well! But you've still got a lot to learn!

Yeah? Like what, Roach?

Like football, dummy! Right now we're playing tennis!







Okay, so you've finally realized that you'll never have the speed of Carl Lewis, the fetching grin of I'll Mary Lou Retton, or the thighs of Katarina Witt. Well buck up and put that gun down: if the only mark you've ever made on the world is a dent in the cushions of your sectional sofa, then you're a potential gold medal winner in ...

The Couch Potato Olympics

ARTIST AND WRITER: PAUL PETER PORGES

Freestyle Figure Loafing



The TV- Bathroom- Fridge Triathlon



The 12-oz. Can Six-Pack Toss



**Mixed Doubles
Nacho-Pretzel-
Chip Relays**



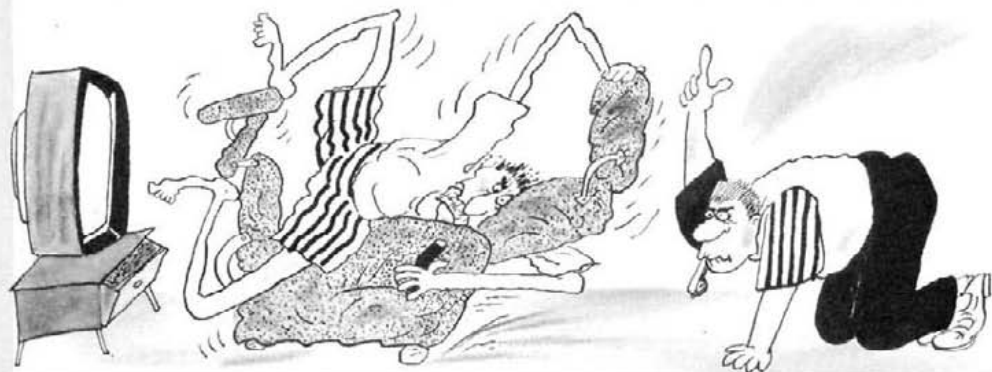
**Popcorn
Basketball**



**Marathon
Channel
Clicking**



**Lounge Chair
Wrestling
(Middleweight
Division)**



Political correctness is the order of the day,
So be very, very careful with the words you write and say;
The PC spies are watching, and they've got a lot of clout,
And should you make the slightest goof, they'll surely find you out;

They'll brand you as a bigot and attack you in the press;
They'll scream that you're "insensitive" and make your life a mess;
Mad hopes these verses help you with the words that you select
So that you're learning...

HOW TO BE POLITIC'LLY CORRECT

ARTIST: PAUL COKER

WRITER: FRANK JACOBS

Don't call that schlub "a fatty,"



for it's simply not allowed;

He's now "physic'lly expansive" or "nutrition'llly endowed;"



That clod repeating seventh grade?



He's not a knucklehead;



"Scholastic'llly persistent" is the phrase to use instead;



Don't talk of "dwarfs" or "midgets"

both are terms you should revise;



Today they're known as "persons of a nonexcessive size;"

You'll find you're not offending any group or race or sect

As long as what you're saying is Politic'llly Correct.



Our nation has no "Indians"



in case you haven't heard,

"Indigenous Americans" is now the term preferred;



Don't call that drifter "homeless"



that's the no-no of the year;



He's "a worker in transition" or "an urban pioneer."

Don't call that guy in women's clothes a weirdo



or a freak;

He's "a fashion nonconformist with a life-style that's unique."



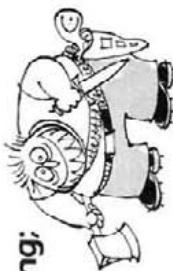
No lack of sensitivity will anyone detect

As long as ev'ry comment is Politic'ly Correct.

To psychopathic killers



nicer labels we're now giving;



They're "gentlemen who specialize in terminating living;"

Don't call that creep a "rapist"



he might think you were unkind;

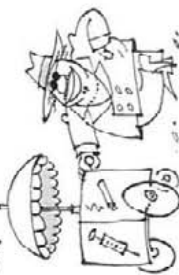


He's "a sexual crusader" who's "assertively inclined;"



As for all those scuzzy pushers

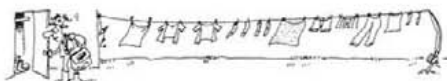
hooking kids throughout the land,



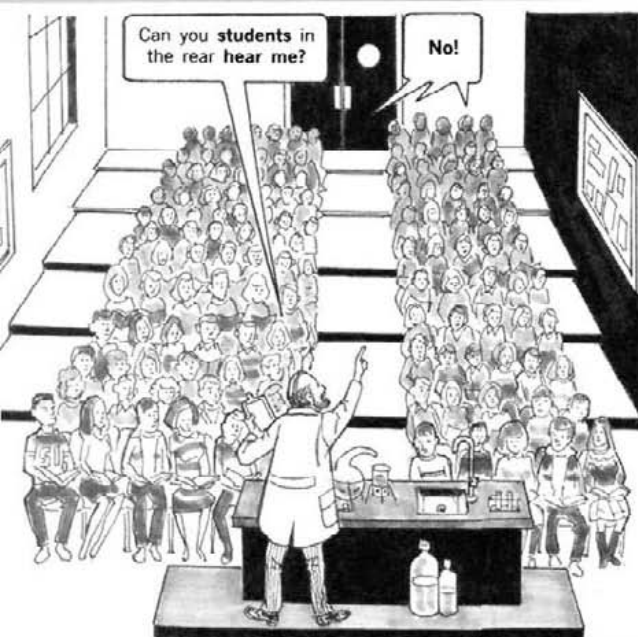
They're now "inner-city merchants with a product in demand;"

So make certain that you're careful with the words that you select

And we guarantee you'll always be Politic'ly Correct.



LECTURES



BERG'S-EYE VIEW DEPT.

THE LIGHTE

TEENAGERS





R SIDE OF...

ARTIST & WRITER:
DAVE BERG

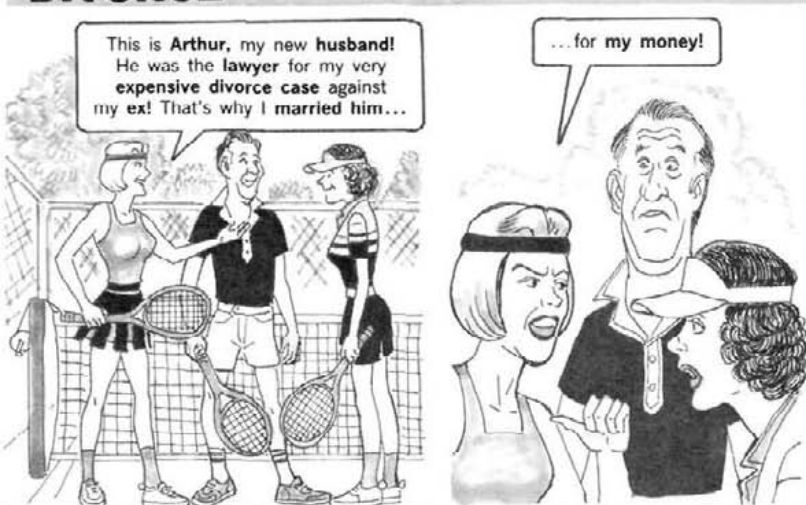
MODERN ATHLETES



IMAGE



DIVORCE



RATIONALIZATION



CONCERN



COPS



THE ECONOMY



Boy, we're really hurting in my industry! How are things in the printing field?

Booming! Just today, my plant picked up a big, new account!

We're printing millions of labels that say, "Made in Taiwan"!



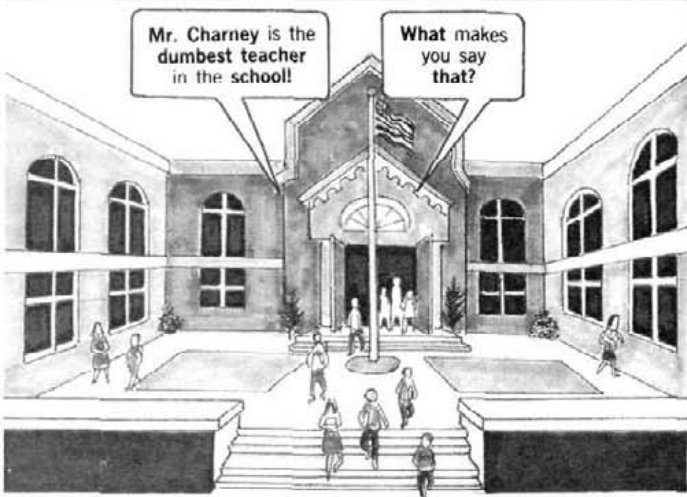
SIGNS



THE OFFICE



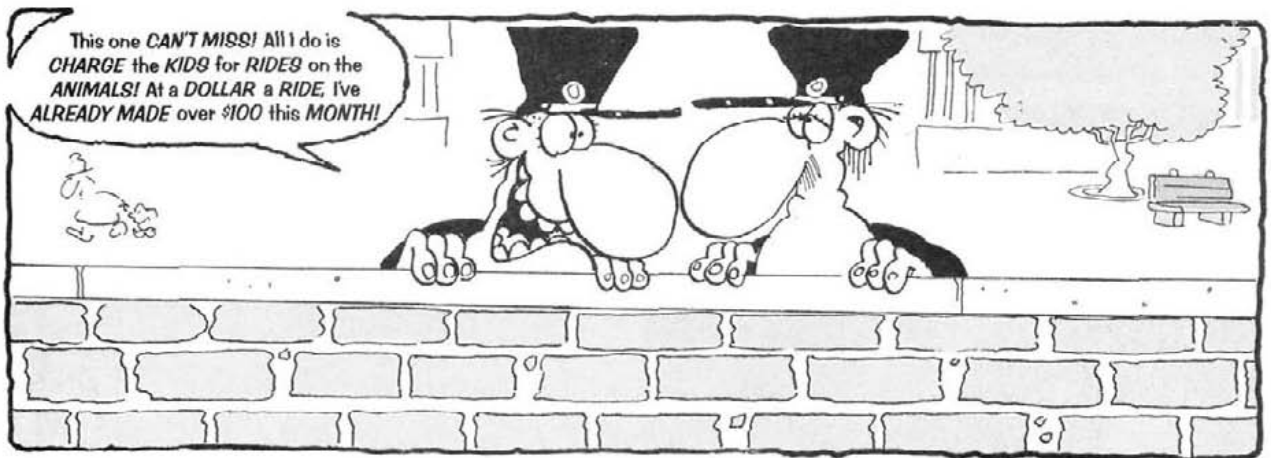
RESPECT



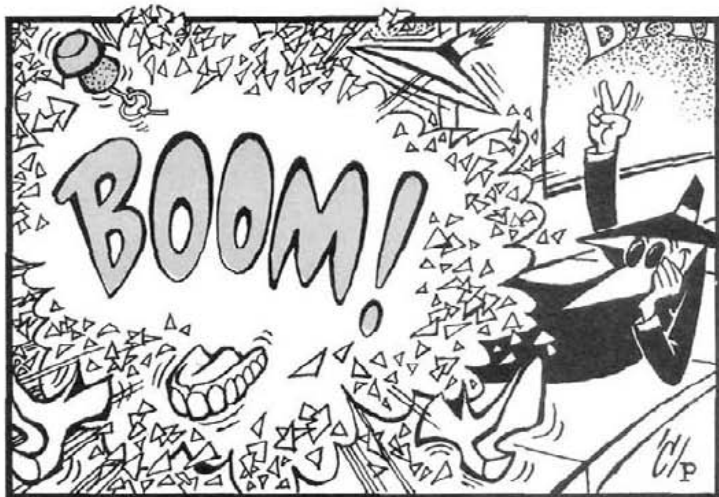
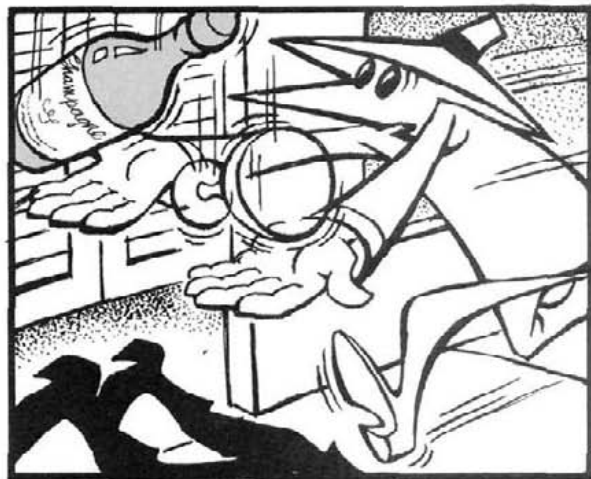
DOCTORS



THE MISGUIDED MENAGERIE MONEYMAKER



SPY vs SPY



AS THE CHARADE PASSES BY DEPT.

As you all know by now, living in America in the last decade of the 20th Century means being constantly jerked around, misled and lied to by everyone from politicians to phone solicitors, show-biz celebrities to ad agencies, even people you live and work with! Sometimes the lies and deceptions we're barraged with are clever! But most of the time, they're so clumsy, awkward and easy-to-see-through, we really have to just sit back and wonder...

IS



...the Oil Industry's explanation of why it takes gas prices weeks to come down but only seconds to go up?!



...tardy employees with "car trouble" the morning after a Monday Night Football game that went into overtime?!

ANYONE

ARTIST: JOHN POUND

WRITER: MIKE SNIDER



...Hollywood has-beens who haven't been seen in years telling *Entertainment Tonight* that they're "weighing offers"?!



...the "Great for Christmas" sticker slapped on otherwise-useless and crummy products during the holiday season?!

FOOLED BY...



...those staged press conference "feuds" before every Heavyweight Championship fight?!



...car salesmen who say "You're really taking advantage of me"?!

IS ANYONE FO



...Congressional "Ethics Committees"?!



...those carefully-orchestrated Dan Quayle appearances that try to give the impression that he's not a moron?!

IS ANYONE



... a TV announcer saying "More to come after these brief messages"—28 minutes into a half hour show?!



... landlords who say they're "not like other landlords" when it comes to refunding your Security Deposit?!



...a new TV Talk Show that promises not to be another *Tonight Show* clone?!



...the annual I.R.S. pronouncement that the new tax forms have been "simplified"?!

DOLED BY...



...the four losers in every Academy Award category who say they're "thrilled just to have been nominated"?!



... "personalized" junk mail?!

FOOLED BY...



...McDonalds' latest claim that taking 2% of the fat out of their burgers makes them "health food"?!



... "Get-rich-quick" gurus who peddle their "secrets" instead of using these secrets to get richer themselves?!

Driver's side airbags are hot news in Detroit, as all the major automobile manufacturers scramble to build them into their latest car models. Experts predict that every car in the U.S. will be

AIRBAG SAFETY DEVICE

ARTIST: TOM BUNK

SNOOZE-O-MATIC COLLEGIATE LECTUREBAG



College students, avoid head injury during boring lectures! The pillow-soft COLLEGIATE LECTUREBAG prevents snooze-induced collisions between your head and the desk.

Handy notebook-sized device saves tuition-burdened parents thousands of dollars in maxillofacial surgery bills for their sons and daughters. Terrific for high school students, too!



POLICE BRUTALITY SUITBAG

Got a face the cops don't like? This high-tech suit is covered from head to toe with nervous-energy sensors that trigger a layer of mini-airbags at the slightest provocation from peace officers with a bad attitude. You'll be able to drive around even the most affluent of neighborhoods without fear of being pulled over! It's great looking and night-stick tested for optimum protection!



equipped with airbags in a few years. So why stop there? If airbags are that great, why limit their use to colliding deathmobiles? Why not market them where they can do some real good! As in MAD's...



S FOR EVERYDAY LIVING

WRITER: MATTHEW T. SMITH

BASEBALL FANBAG

Box seat baseball fans can now heckle muscle-bound ballplayers without fear of reprisal—thanks to the **BASEBALL FANBAG**! Vest-mounted assembly automatically deflects balls, bats, even wild punches thrown by enraged prima donnas! Riot-proven design worn for years by European soccer fans—available for the first time in the US! Team colors could be available.



DIETMASTER WAISTBAG

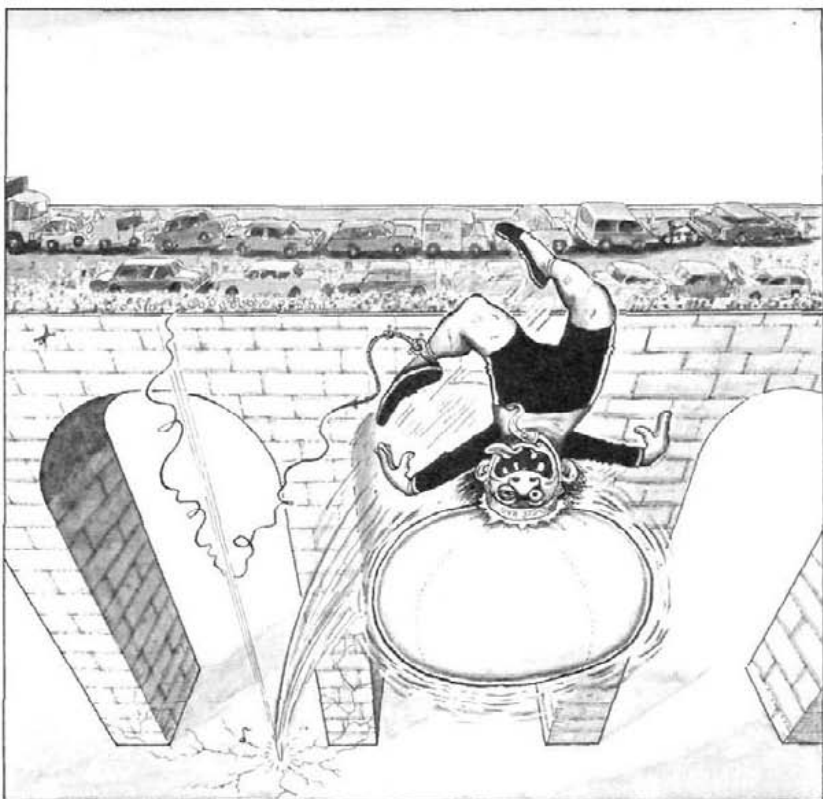


Are you overweight? Do you often skeletonize a Butterball turkey in one sitting? Electronic probes in the **DIETMASTER** belt track your meal-time calorie intake, detonating the **WAISTBAG** mechanism if you exceed your pre-programmed limit. Before that next detouring bite reaches your mouth, **WHAM!**—you're propelled away from the table; plus the inflated airbag gives you a sobering preview of what your waistline might very well look like otherwise!



BUNGEEBAG HELMET

Frayed or incorrectly measured bungee cords can turn a leap of faith into a dive of death. That's why bungee jumpers the world over need the BUNGEEBAG! BUNGEEBAG's solid state altimeter triggers its self-contained airbag within seconds of impact with the ground, giving unsurpassed head and neck protection. It's also great for victims of airline crashes!



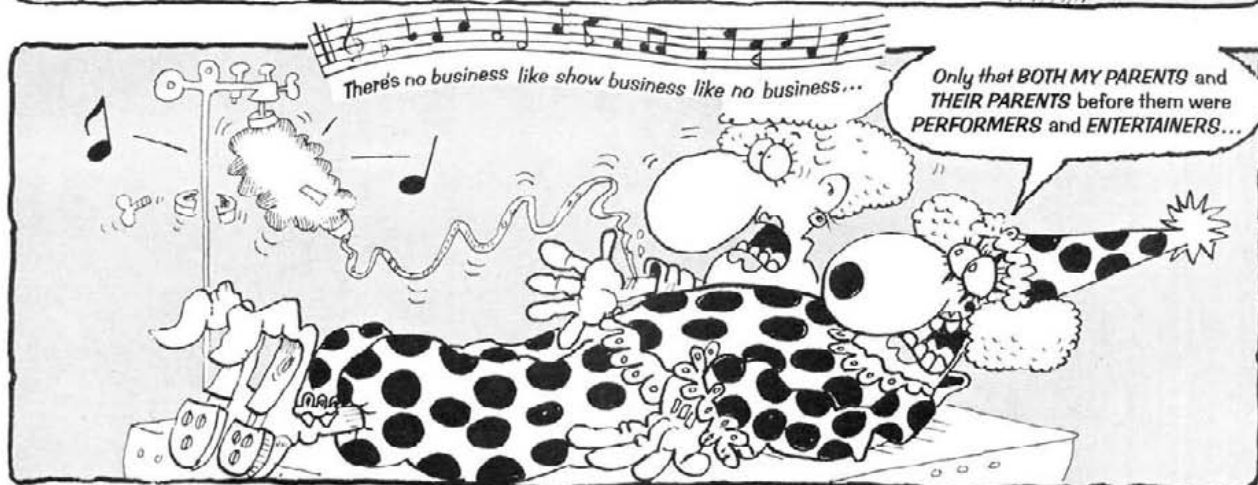
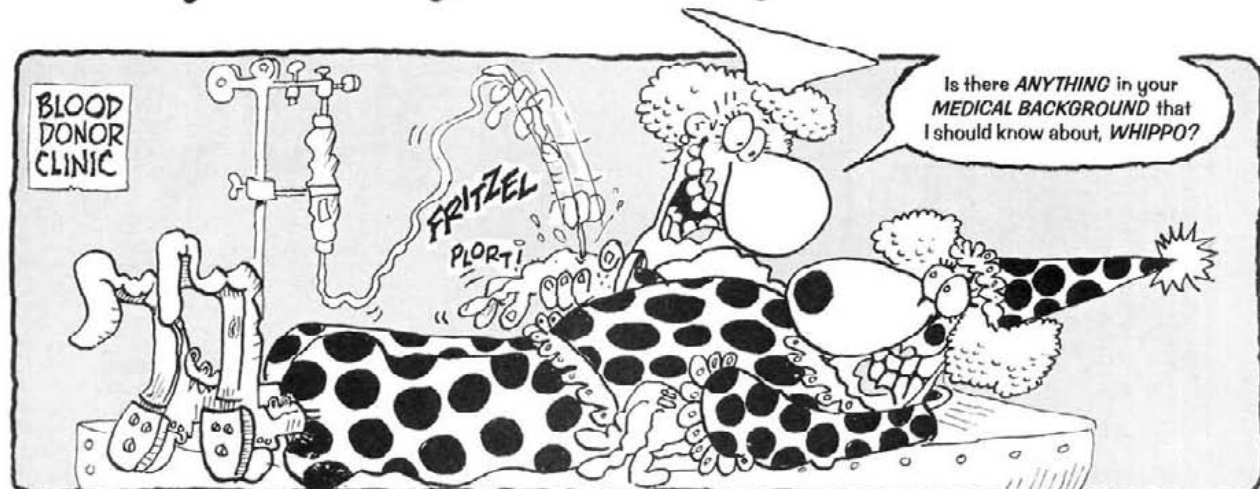
HORNY-POOCH LEGBAG SET



Avoid embarrassment and ruined trousers! Worn over both knees, the HORNY-POOCH LEGBAG SET triggers on first contact with overly amorous "Oh, he's just being friendly..." male dogs. And the scare Fido gets in the process might make him think twice next time he's feeling hot and nasty! Non-toxic liner is hypo-allergenic, and it's washable, too!



THE JERKY JESTER'S JUSTIFICATION



Put three of Hollywood's biggest stars in a movie based on a beloved classic and directed by one of the world's top directors and what do you get? Disappointed, that's what! This film is so cutesy it makes audiences barf in their popcorn cartons! In other words, it failed to...

Hook



Why is he wearing that silly wig?

He wanted to give it a period feeling and look like King Charles!

That's interesting! In trying to look like an old king, he succeeded in looking like an old queen!

Bob Hoskins is such a good actor, don't you think he was embarrassed to appear in such a goofy film as this!

Yeah! Compared to this drivel, "Roger Rabbit" was much more realistic and believable!

Why on earth did Dustin Hoffman ever agree to play Captain Shnook?

It's an opportunity for him to do something he has never done before!

Really? And what's that?

Give an unbelievably horrible performance!

So tell me, how do you like Never Never Land?

Never Never Land? I thought this was The Pirates of the Caribbean!

em

Start a hostile takeover for General Motors, then we throw thousands of their workers out and sell the assets of the business for an immense profit!

Listen to him! It seems that Peter has forgotten how to be a child!

Worse! He's forgotten how to be a human being!

WHIRR

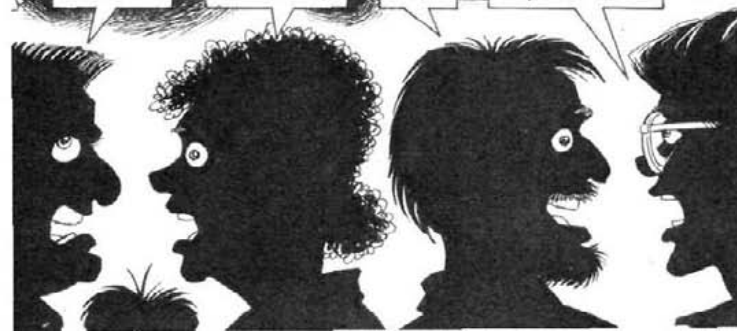


Damn, but this movie sure runs on and on!

If it ran any longer, "The Lost Boys" would have to start shaving!

This film has real magic!

I'll say! It can change a theater into a sleep away camp in two and a quarter hours!



We're going out to a party to honor Grandma Windy!

What is she being honored for?

Grandma Windy set a new Guinness record for most wrinkles displayed by a supporting actor, surpassing the previous mark held by Jabba the Hutt!



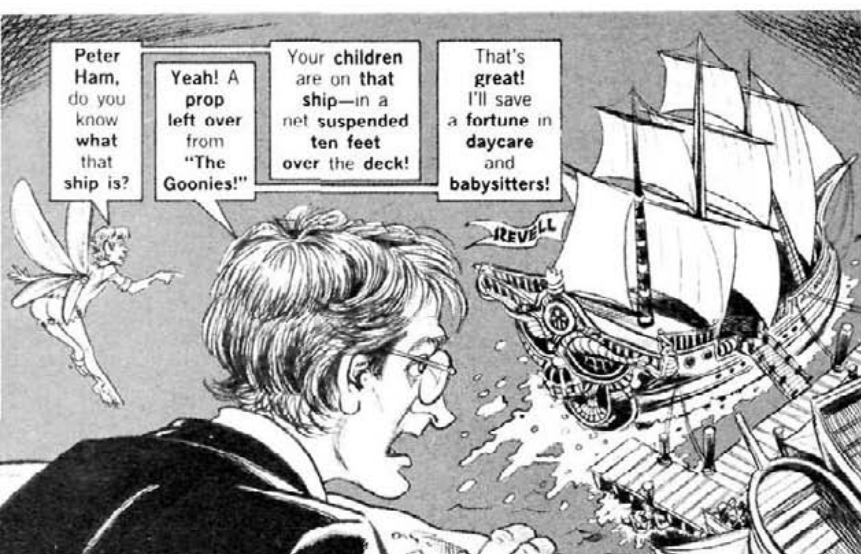
ARTIST: SAM VIVIANO

WRITER: STAN HART

Oh, my God! What happened here?

This kind of devastation could have been caused by only one of two people — either Captain Shnook or Macaulay Culkin!







Did I actually fall into the lagoon and are these beautiful mermaids saving me or am I just imagining all of this? If I am, then it's what I call a real wet dream!



Hey, what's going on here?

They are eating imaginary food and pretending it's delicious!

Really? My wife and I do the same thing when we take our kids to McDonalds!



I know what this is! It's the "John Belushi Memorial Food Fight"!

Right! Someone figured that if it worked in "Animal House" why shouldn't it work here?



You never wanted to grow up, because growing up meant getting old and dying! But when you saw Moron, you fell in love with her and decided that you wanted to grow up so you could marry her!

Aha! So that's the lesson of this movie: If you fall in love, you want to grow up! And when you grow up, you die! Therefore, love equals death! Now, isn't that a nice message for all the kiddies watching this fiasco?



How can I learn to fly again, Stinkerbell?

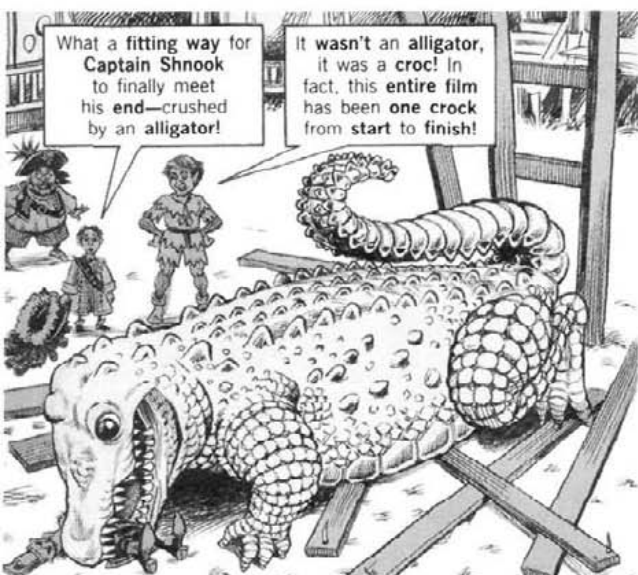
You can only if you think of a happy thought!

I can't think of anything!

You'd better! This movie is almost over...



Now that's what I call a happy thought!



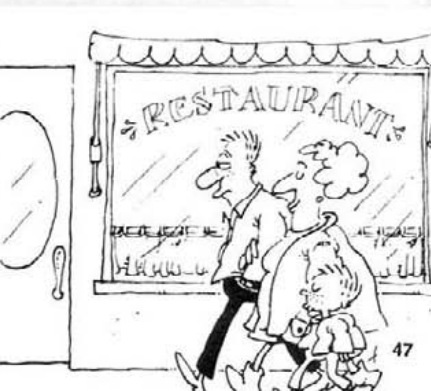
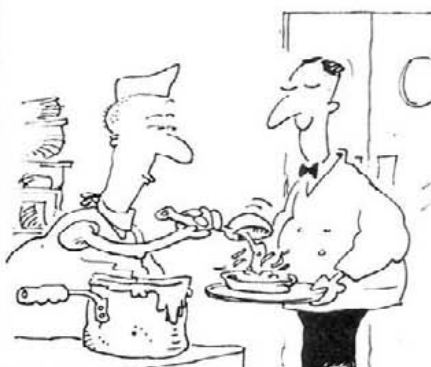
SERGE-IN GENERAL DEPT.

A MAD LOOK AT COOKING

ARTIST AND WRITER: SERGIO ARAGONES









from the desk of William M. Gaines

From: William M. Gaines, Publisher
To: All MAD Staffers

You'll recall the outcry during the World Series when groups protested the Atlanta tomahawk chop as being offensive to Native Americans. It is absolutely vital that MAD be Politically Correct, so that we don't offend any group. Therefore, the following words and terms can no longer be used in the magazine:

- MANHOLE - Today there's equality, and all kinds of sexes work in the sewers! From now on, use "personhole"!
- HOMOGENIZED - It contains "homo," and "homo" is a no-no!
- IN THE BLACK - No way! We've got to say "in the African-American," or we'll get flak from Jesse Jackson or Michael Jackson or Glenda Jackson or some other Jackson!
- GODIVA - Any word with "God" in it is offensive to atheists! This kind of stuff could ruin us, for God's sake!
- PORK BARREL,
HAMMING IT UP - Will turn off both Jews and Muslims who'll finally have one issue they can agree on and give me a hard time with!
- BROAD-MINDED,
BROADCAST, ETC. - Print any word with "broad" in it and you can bet I'll get a ton of bitchy letters from bimbo readers! Then I'll have to hire some bimbo to answer the letters! Please don't put me through this!
- FORD TAURUS,
DODGE ARIES - No! No! No! When you give space to two Zodiac signs you're discriminating against the other 10! Gemini and Leo will raise hell! I don't even want to think about what Scorpios would do!
- MEDICINE,
DOCTORS,
HOSPITALS - Let words like these get through and we're dead with the Christian Scientists!
- DRUG-FREE
SOCIETY - Don't even think about printing it! Makes us look like we're in favor of free drugs! Pharmacists will hate us!
- IDIOTS, MORONS,
IMBECILES,
DOLTS, CLOUDS - DO NOT USE UNDER ANY CIRCUMSTANCES! All are descriptive of MAD's readers and we certainly don't want to alienate them!

**WHAT CAN THE U.S.
EXPORT TO INSTANTLY
CRIPPLE THE JAPANESE
AUTO INDUSTRY?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

We desperately need to blunt the Japanese advantage in automobile imports. To find out one excellent way to accomplish this, simply fold in page as shown in diagram.

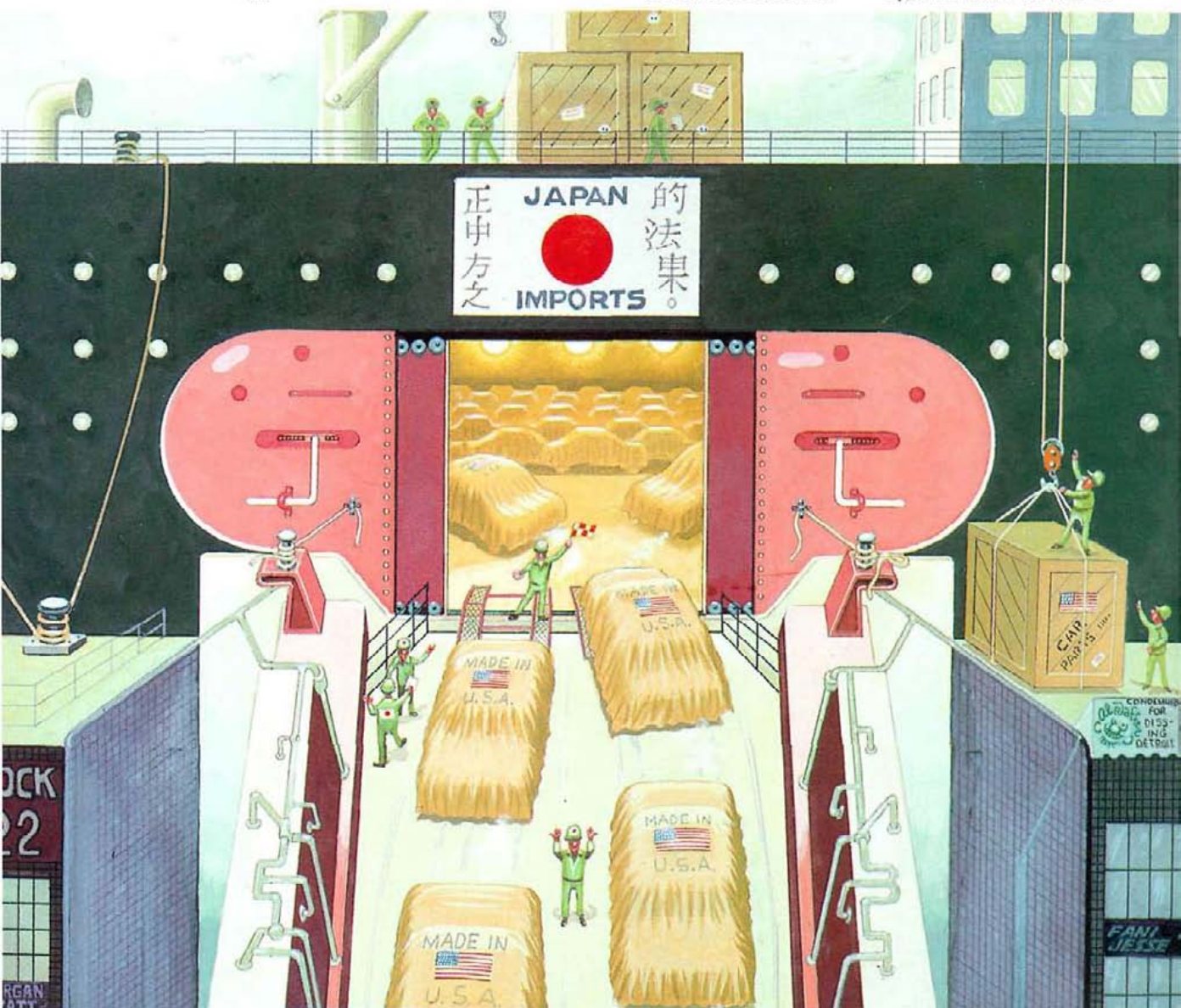


FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



AMENDING CURRENT TRADE POLICIES MAY PROVE INTRICATE BUT IT MUST BE DONE. IT'S OBVIOUS THAT IN MANY CASES UNFAIR COMPETITION IS SERIOUSLY DAMAGING THE U.S. WE MUST HAVE LEADERS WHO IMPLEMENT AIRTIGHT TRADE RULES. PRESSURE FROM FOREIGN HEADS OF GOVERNMENT SHOULD IN NO WAY BE TOLERATED!

A ▶

◀ B

